CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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Variety Ball Game On July 21st

Theatre Building Booming Along

A number of new theatres opened recently in Canada and several are nearing completion. Construction has started on five standard houses and on three drive-ins. The three drive-ins are being built in Alberta, scene of the great-

(Continued on Page 3)

USA Asks TV Theatre Info

Canadian exhibitors and their associations, as well as domestic studios, would be well advised to follow a current development in the USA theatre television field. The Federal Communications Commission asked Paramount, 20th Century-Fox and the Society

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Montreal, Toronto To Renew Ancient Rivalry For Kids

An effort in keeping with the financial potentialities of the occasion and the importance of the purpose will be put behind the great all-Canadian Variety baseball game between the Toronto Maple Leafs and the Montreal Royals, to be held at the Toronto Stadium, Fleet Street, on the evening of July 21st. The proceeds will go to Variety Village, the vocational guidance school and residence approaching completion at the eastern outskirts of Toronto, which is the project of Tent 28, Toronto, Variety International.

In the tradition of the late Peter Campbell, whose magnificent generosity and personal effort while president of the Toronto Baseball Club will always be remembered by Variety, the

(Continued on Page 3)

Refuse Injunction On 'Sins Of Fathers'

Injunction against Maynard Film Distributing Company to stop further exhibition of Sins of the Fathers, which was asked by its producers, Canadian Motion Picture Productions, was refused in Osgoode Hall, Toronto.

Maynard's request to stay proceedings pending arbitration of certain charges by the producers will be answered in the next two weeks.

Sins of the Fathers, a sex hygiene film, is being distributed in the USA by Motion Picture Sales Corporation. Ontario has shelved it temporarily.

Joe Plottel, 52, Passes In Vcr.

Joe Plottel, a veteran of the Canadian motion picture industry who retired from it several years ago because of uncertain health, passed away recently in Vancouver at the age of 52. For some years he suffered from heart trouble and this

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In 'Girls' School'

Ross Ford will have the male lead opposite Joyce Reynolds in Columbia's Girls' School.

Rooney In 'Wheel'

Mickey Rooney will star in Sam Stiefel's The Big Wheel, which United Artists will release.

AUSSIES REJECTED THREE FEATURES

No progress has been made in unifying film censorship laws in the various states of the Commonwealth of Australia. The transfer of State censorship authority to the Commonwealth has not yet been made in New South Wales, Victoria, and South Australia. The former two states are expected to pass the necessary legislation, but South Australia considers existing laws adequate.

United States feature films imported in 1948 fared well at the hands of the censor. Of 341 films reviewed by the Commonwealth Film Censorship, 266 were from the United States, 61 from the United Kingdom, and 14 from other countries. Three films were rejected, one from the United States, one British feature, and one other feature film. Twenty-nine United States features were passed after eliminations were made and nine British films were approved after deletions.

New Warner Product Called 'Gilt-Edge'

Canada's delegation to the recent Warner Bros. international sales convention in New York, headed by Haskell Masters, returned to this country excited by the boxoffice quality of the 38 productions which each member will have to offer to the exhibitors of the territory in his charge.

Not only were they excited by what Ben Kalmenson, vice-president in charge of distribution called "this gilt-edge merchandise" but they were inspired by the words of Jack L. Warner, executive producer, who told them that "There has never been a sales meeting in the forty-

(Continued on Page 8)

'Tougher They Come'

Broderick Crawford and John Ireland will team for the third time in Columbia's forthcoming film, The Tougher They Come.

Lightstone Variety Rep For Saranac

Honor of being the representative of Tent 28, Toronto, Variety International, on the board of the Will Rogers Memorial Hospital at Saranac Lake, was given Gordon Lightstone, Para Canadian manager, by the recent general meeting. Variety International recently assumed responsibility for the great TB institution which has been in financial difficulties, and it was decided to add a research wing. He will attend the next meeting at Saranac, NY.

Fraser Named Aide To Fox Vee-Pee

Emanuel Silverstone, vice-president of the 20th Century-Fox International Corporation, has announced the appointment of Edwin S. Fraser as his assistant. The appointment is effective immediately.

Fraser, who is currently the assistant secretary of 20th-International, will also continue in this post. He has been associated with the company for the past seventeen years as a supervisor of budgets and statistics.

Bernard Mazer Now MPEA Ad-Pub Head

Bernard Mazer has been named advertising and publicity director of the Motion Picture Export Association, it was announced recently by Irving Maas, vice-president and general manager of the MPEA.

Mazer was assistant to Alfred F. Corwin for two and a half years and now succeeds him. Corwin is information director of the New York office of the Motion Picture Association of America.

FIRE DESTROYS B & L McADAM HOUSE

The Capitol Theatre in McAdam, New Brunswick, one of the B & L (Mitchell Bernstein and Joe Leiberman) international circuit, was reported destroyed by fire recently. It seated 309 and operated six days weekly. McAdam has a population of 2,265.

THE EDITORIAL PAGE

TRADE OBSERVATIONS

PRE-SOLD PICTURES. There are such things—every now and then. But the bigger they are the bigger they can be sold for the benefit of the local theatre showing them. And that's why, at this time, some of the most important news breaking in the industry concerns the showmanship that is applied to the product from Hollywood, or elsewhere.

Two weeks ago, this corner had something to say about the dollars-and-cents value to the exhibitor of wrapping up his show in attractive ribbons—the garnishment being high standards of projection, attractive surroundings, comfortable, well-ventilated theatres.

There are too many demonstrations of the public's interest in movies to bother with citing any one of several recent outstanding incidents along that line. There's plenty of proof that the public will react to the glamor of the films and their stars whenever showmanship really goes to work and produces a good ballyhoo show.

But there have been several instances of smart showmanship which are well worth noting—with applause for those responsible. Among them:

And another demonstration of smart showmanship—tied up with films, it is true, that apparently have the stamina to carry the ball that has been passed to them—is currently on display in New York where:

* * *

THREE SHOWMANSHIP STRIKES. There are three hits—count 'em—running merrily through projectors at New York theatres that have come over from the J. Arthur Rank production centers in London. Whether the pictures—"Hamlet," "The Red Shoes" and "Quartet"—are for the so-called carriage-trade or not, is beside the point at the moment.

All three of these British imports have had the benefit of the right kind of handling to realize their full potential as attractions for particular theatres.

The record for all three is remarkable: "Hamlet," on June 1, began the ninth month of its run at the classy Park Avenue Theatre; "The Red Shoes" opened up its thirty-third sell-out week at the Bijou on Friday; "Quartet" is playing its tenth week to capacity at every show at the Sutton—also a "class" house.

In each of the three cases, the showmanship has been geared to do the right job for the pictures. In each case there has been just about the right amount of the various ingredients to put the pictures over. The selling was not too strong, not too restrained, but just what was needed to let the pictures sell their own particular brand of entertainment.

So we get back to where we came in with this discourse. The pre-sold picture is the rare pearl for which a showman could spend a lifetime of hardship and poverty to seek—and perhaps never cash in on.

* * *

SELL THE PICTURE. If the show is good enough to book, it's worth all the showmanship energy a theatreman can produce with every bit of know-how, inspiration and perspiration of which he's capable.

—*CHICK LEWIS*

3 TOP BOXOFFICE SMASHES!

XPLOITATION EADERSHIP
EAGLE-LION
Films of Canada, Limited
Montreal, Toronto, St. John, Winnipeg, Calgary, Vancouver

EAGLE-LION
EXCEPTIONAL ENTERTAINMENT

THEATRE BLDG.

(Continued from Page 1)

est activity in open-air theatres this year. In addition plans were announced for two new houses.

The houses already doing business are:

Hamilton, Ont. A 1,000-car drive-in was opened by the Ochs Management Co. at Albion Falls, on the mountain.

West Hill, Ont. National Theatres Services 500-seat Roxy. First here.

Casselman, Ont. Francois Quesnel's 250-seat theatre, first here.

Labelle, Que. Albert Robert's 200-seat Labelle Theatre. First here.

Montreal. The 350-seat $50,000 Rio Theatre has been opened by Paul Letourneau.

Montreal. Emile Ruffo's 400-seat Cinema Dieppe.

Chambly, Que. Lucien Venne's 400-seat New Cinema. Operating here at present is one other house, M. Prevost's two-day, 135-seat Chambly.

Ste. Rose, Que. Alfonse Racete's 300-seat Garden. First here.

National Theatre Services will open its 800-seat Roxy, Midland, Ont. on July 15th. The same company operates the only other theatre, the 760-seat Capitol.

The seven in work include:

Dunrea, Man. Charles Legary's Dunrea Theatre. First here.

Sutton, Que. Norman Joncas' Maple. First here.

Kenora, Ont. Famous Players' 800-seat house which will replace the 717-seat Palace, shortly to be demolished.

Toronto. Foundation Company has been awarded contracts for the new Centre Island project.

The three drive-ins are being constructed by Western Drive-in Theatres Ltd., the company which recently opened the Chinook in Calgary and the Starlite in Edmonton. Those under construction are the Golden Spike in **Edmonton**, the Bowness Road Drive-in near **Calgary** and the Starlite in **Lethbridge.**

The two planned theatres are:

Lindsay, Ont.—Twentieth Century Theatres will build a $250,000 house. It will be the third here, the other two—the 708-seat Academy and the 296-seat Kent—are also 20th Century units.

Sidney, BC. R. N. Martman is planning to build a 400-seat, Quonset-type theatre. The Martman's own the only other house, the 240-seat Rex.

The "Theatre Under the Stars," open-air theatre within Citadel Hill, **Halifax**, has opened. At present devoted to stage presentations, it will seat 2,500 and some 21 performances are planned for this summer.

Variety Ball Game

(Continued from Page 1)

present directors and their managing director, Barker Joe Ziegler, have set out to touch every base in the attempt to help the cause. They want from $45,000 to $50,000, as compared with $30,000 from last year's game.

In the past year several thousand seats have been added to the stadium and everything is favorable for filling them. The Leafs of this season have captured the imagination of the fans to a greater extent than any Toronto baseball team in years and they are in third place, yet only a couple of games separate them from the leaders. There is a natural rivalry with the International League's only other Canadian team, Montreal. This has been heightened tremendously by the fact that but one team stands between the league-leading Buffalo outfit and the Leafs—and that team is Montreal.

Toronto's Variety Tent is not looked on as a local interest but one in which Canada's entire amusement world is interested. This is indicated by the fact that the Montreal Royals' management has waived its share of the gate for the big game. Members of the Canadian amusement industry who live and work in such cities as Montreal, Winnipeg, Calgary and Vancouver, pledge loyalty to Variety and its proteges, the crippled children of Ontario. Since they are not on hand to help the effort in Toronto, it is hoped that they will do so in some other way. There is the printed program, donations to the Heart Fund in lieu of personal energy expended, purchase of tickets for distribution among underpriviledged children, etc.

The estimated final value of Variety Village in terms of money is now placed at between $350,000 and $450,000. The land so generously donated by the Ontario Government when George Drew was Premier, is considered worth $150,000 and about $100,000 has already been paid out for construction, which will likely be completed in September. To be worried about now also are furnishings and equipment. It may be seen, then, that it is vital for each Variety member to lend his efforts and inspire his friends to do the same.

The game will be the first in the Montreal-Toronto series and the directors of the Toronto Club will protect it for Variety by donating the proceeds of the following night's tussle if it is rained out.

The fund-raising committee and others have organized all of Variety's resources for a joint effort with the ball club's management. All are determined to make Toronto Variety history through the Montreal-Toronto game.

ASKS TV INFO

(Continued from Page 1)

of Motion Picture Engineers to define their plans with regard to theatre television by September.

Here are the six questions asked them:

1. What the minimum requirements would be for a nation-wide competitive theatre television service.

2. What frequency bands would be proposed for allocation.

3. What functions would be performed in each frequency.

4. Whether, and to what extent, such functions could be performed by using coaxial cable, wire or other means of transmission not using radio frequencies.

5. Whether and to what extent common carriers have or will have facilities to perform the functions by radio relay, coaxial cable or wire.

6. What plans there are for establishing a theatre television service.

It has been suggested that spot news events or plays might be televised from a distance, or a motion picture might be transmitted from a central theatre.

Representatives of the Society of Motion Picture Engineers theatre TV committee and the Theatre Owners of America TV committee have been conferring at length with the American Telephone and Telegraph on inter and intra-city program exchanges to sound out comparative costs between common carrier and private distribution as well as cable vs. radio.

ANOTHER FILM 'SANDWICH' ON WAY

Success of Eagle-Lion's Quartet and Cardinal Films' Paisan, both features made up of short stories, has other companies considering the same treatment.

A recent report had it that some Canadian exhibitors were considering stringing together several short stories filmed for TV. Now Hollywood Eagle Lion will put together four two-reel stories made in other years, using a TV show idea as a connecting device.

The subjects, made by Mack Sennett between 1930 and 1932, are Sing, Bing Sing and In the Blue of the Night, with Crosby; The Dentist, starring W. C. Fields; and The Singing Boxer, with Donald Novis. The feature, to be called Down Memory Lane, will also contain silent montages.

'The People Between' To Cardinal Films

Made two years ago by the National Film Board and withheld at the request of the government, The People Between, a two-reeler about China, will be released by Cardinal Films. The commentary, it is said, has been re-recorded.

Joseph Cotten Cast In Wallis "September'

Joseph Cotten has been signed to play the male lead opposite Joan Fontaine in September, which Hal Wallis will produce on location in Italy for Paramount release. Wallis, who is in London, completed the deal for Cotten with David O. Selznick by phone.

Stevenson To Direct

Robert Stevenson will direct RKO's Jet Pilot.

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Exhib'n Group To BR Indie Films

A new exhibitor-organized production setup, the National Exhibitors Film Company, was organized in New York recently, with S. H. Fabian, president of the Fabian Theatres Company of New York, as its chief figure. To be capitalized at $10 million, with individual investment limited to $100,000, it will finance Independent production and its features will be made available to the entire industry.

The group of exhibitors in support of Fabian agree that the project has its origin in a desire on their part to have something to say about the nature and quality of films — the lifeblood of the theatre. Robert Wright, former assistant attorney-general of the USA, who presented the government anti-trust suits, is consultant to the company on legal procedure.

The company may lend money to Independents who have distribution contracts, as well as those without them. It may help form new Independent units. One trade rumor is that a deal with Film Classics is in the offing.

Fabian told the New York Times that exhibitors "sympathize with problems confronting the presently established Hollywood producers," but with "millions of theatre seats to be served, we propose to see that they are served with the help of established producers and with the help of every ally we can find. We have seen the drying up of independent production. We have seen the curtailment of schedules of production companies. We propose to stimulate independent production and this we hope to do in harmony with the established production institutions."

Among the theatre men who attended the meetings and pledged support were Robert J. O'Donnell of Dallas, Tex.; Ted R. Gamble of Portland, Ore.; Fred Schwartz of the Century Circuit, NY; Samuel Pinanski of Boston; Edwin Silverman of Chicago; George Skouras of the Skouras Theatre Corporation of New York; Walter Reade, Jr., of New Jersey; Sherrill Corwin of Los Angeles; James Sharkey of Michigan; and Fabian.

Linda Darnell Cast

Linda Darnell is definitely slated as the feminine lead in Night and the City, drama based on the Gerald Kersh novel which 20th Century-Fox will film in England.

Pine-Thomas Western

Viva Mexico!, big-scale western in color by Technicolor, will be before the cameras August 1st. Film is a Pine-Thomas production for Paramount release.

Jim and Kay Nairn back after attending the annual convention of the Woman's Canadian Press Club in Vancouver, then going on to Hollywood. Kay was elected secretary-treasurer, to serve with Mrs. Reta Meyers, Vancouver film script writer, who is now president.

Frank (Frenchy) Strean of Super-Pufft had his car radio stolen on Tuesday, replaced it on Wednesday — and the new one was stolen on Thursday!

There are now 50,000 licensed motorcycle riders in Canada where there was but a few some years ago. Every year new competition develops for theatres in many ways . . . **Olsen & Johnson** of CNE fame started in show business 35 years ago with the first as a singer of illustrated songs and the second as a pianist . . . **Bill Todd,** booker, from IFD to Peerless.

CBC's "A Canadian Summer Concert" for Dominion Day was a fine experience. It was devised by Don McGill from Bruce Hutchinson's "The Unknown Country" and narrated by Michael Kirby against a background of music composed and conducted by Neil Chotem of Whispering City note. I wish a record of that program was available.

Heard this one at a party: "Have you heard of the three Steins? There's Gert, there's Ep and there's Ein. Gert's writings are hazy, Ep's statues are crazy, and nobody understands Ein."

The Biltmore and the Downtown will have to remove their marquees when the subway goes through . . . **Home of the Brave** is not only one of the finest films I have ever seen but it is also outstanding entertainment. Any story that can keep me absolutely fascinated as it developes is, for me, the ultimate in entertainment . . . **Some folks freeze** orange juice into cubes, which they drop into liquid orange juice. The ordinary ice cubes thin the juice as they melt.

A bad penning always turns up. In our leading front-page story about the one-man booth situation in Alberta it said that "Projectionists say that the circuits would insist on the one-man booth for the sake of safety." It should have read "two-man booth."

Dick Main of Sutton, prexy of the exhibs association, sent flowers to the opening of Mulock's Red Barn, the strawhat players at Jackson's Point. Dick also sent his cleaning staff over. Maybe he's worried about TV and vaudeville.

My favorite favorites: Ice cubes, a bottle of seven up, a dash of creme de menthe. Stir . . . Buttered pecan ice cream . . . Photo portraits by Karla . . . The Window, an RKO picture.

Thoughts: Why don't they glamorize ballot boxes? They're drab-looking stencilled cans now . . . Bathing suit billboards are going gay. Did you see that one on which the youth ogles the goona-goona so obviously?

Overheard: "Him? He hasn't got bosh one!" Research and investigation showed that "bosh one" could mean "a penny."

Indication of conditions: One-patron shoeshine stands in barber shops are busy again. For a while you couldn't get anyone to work at polishing footgear . . . **The paper I miss** most is the Sunday edition of the lamented PM. No magazine section of today is as warm and human as PM's was . . . **Those Hollywood technicians** who provide newspapers for film stories must think everyone who goes to movies reads slowly. The first paragraph tells all about the murder but the second is completely unrelated, referring to a church supper or some such event . . . **And here is my chance** to refer again to my favorite Hollywood miracle — the bullet-proof posteriors of rustlers' horses. The pursuing posse fires thousands of shots and they hit that villains but never their horses. It is absolutely unpatriotic to withhold the secret of those impenetrable rear ends from the army.

Titles Registered Numbered 4,336

A total of 4,336 film titles were submitted to the Title Registration Bureau of the Motion Picture Association of America last year, the largest number since 1942 when 4,572 were offered for registration, according to the annual report to Eric Johnston, Association president.

In addition to the member companies of the Motion Picture Association, there were 76 non-members participating in the Title Registration Service last year, as against 59 in 1947.

Margaret Ann Young, director of the Bureau, also reported that 3,847 titles were registered in 1948; 250 others were approved under the provisions of the Production Code for non-member companies which are not signatories to the Title Registration Agreement; 183 were returned because of identity with existing prior registrations, and 56 titles were considered unsuitable.

Although there were 564 protests in 1948 regarding priorities of a similar title or "harmful" similarity, only six required arbitration. The others were settled by negotiations between the companies concerned.

Observing that over the last 18 years, during which time some 60,000 titles were accepted for registration, there have been only 64 arbitrations, Miss Young declared:

"This is a good indication of the co-operative spirit which prevails among the members of the Title Registration Service in adjusting their daily differences of opinion."

Registration of titles during the last year involved over 15,000 communications to the Bureau from member companies, from non-member companies which have signed the non-member title registration agreement, from non-member companies which do not register their titles but submit them to the Production Code Administration for approval, and from miscellaneous correspondents inquiring about the possibility of registering titles for motion pictures.

Actress Borrowed By RKO From MGM

Howard Hughes has borrowed Janet Leigh from MGM for top feminine roles in two of RKO's biggest productions of the year.

The blonde, young star will play opposite Robert Mitchum and Wendell Corey in Christmas Gift, and in a sharply contrasting role opposite John Wayne in Jet Pilot, which will be filmed in Technicolor and is set as the biggest-budgeted film to be made by RKO this year.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

Vol. 14, No. 28 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

All Over the Town

with Sarah Churchill, Norman Wooland.
Eagle-Lion 88 Mins.

PLAYERS APPLY THEMSELVES VALIANTLY TO THIS RATHER DULL BRITISH EXHIBIT. HAS INTERESTING BACKGROUNDS. SLOW-PACED STORY.

The former Prime Minister's daughter and Norman Wooland apply themselves valiantly in this yarn about the attempt of big frogs in a small pond to throttle a small town newspaper which is published in an English seaside resort town. Its sole redeeming feature, perhaps, are the backgrounds and landscapes which have photographic appeal and blend in realistically with the script.

Otherwise this one from J. Arthur Rank inclines to be dull, to contribute little in the way of excitement or entertainment that has not been utilized before and more interestingly. Performances are uniformly lethargic. The pace is slow. Once in a while an attempt is put forward to generate a light note. These light notes, however, will probably be more appreciated on the film's home soil rather than here.

Norman Wooland plays a newspaperman who returns to Tormouth where Sarah Churchill has been filling in for him during the war years. She stays there a bit until he readjusts and in due course a romance is developed. Wooland, who would rather marry Miss Churchill, invests his roll in the paper when the publisher dies, becomes a partner. He tries to run the show his own way, soon encounters local reaction.

His big moment comes when he thwarts a scheming councilman from putting over a fast real estate deal. It is not wholly his doing since Miss Churchill and a few loyal members of his staff assisted. He went out and hit the bottle when things looked black. However, Miss Churchill finds him and they go for a sail around the quay for the romantic conclusion. Derek Twist directed.

CAST: Norman Wooland, Sarah Churchill, Cyril Cusack, Fabia Drake, James Hayter, Edward Rigby, Eleanor Summerfield, John Salew, Ronald Adam, J. Hubert Leslie.

CREDITS: An Ian Dalrymple-Wessex Production; Director, Derek Twist; Screenplay, Derek Twist, Michael Gordon; Photography, C. Pennington-Richards.

DIRECTION: Adequate. PHOTOGRAPHY: FAIR.

The Big Cat

with Lon McCallister, Peggy Ann Garner, Preston Foster.

International Film Distributors 75 Mins.
(Technicolor)

INTELLIGENTLY HANDLED STORY MAKES AN INTERESTING PATTERN OF DRAMA, AN EXCITING COUGAR HUNT AND PERSONAL LIVES. CAPABLY PLAYED. MEASURES UP WELL.

An intelligently handled story of the depression years with subpatterns of an intense hatred between two men due to the lost love of a dead woman whose grown son shows up in the Rocky Mountain country seeking work. Most of the script emphasis is devoted to the tracking and killing of a vicious cougar and that soon becomes the chief occupation of the male element in the cast. It has many thrill moments as the killer cat is sought, not only for its hide which will bring a fancy bounty, but also to rid the area of its stock-killing activity.

The sum total of The Big Cat as entertainment is good, sound adventure fare with accent on the outdoors. There are thrill elements. It is capably played out. As a family audience offering it rates attention.

Lon McCallister comes West from Philadelphia to look up Preston Foster. Almost at once he has an encounter with the cougar. He meets up with Foster and the two manage to get along, make plans for a future in the tanbark business. Peggy Ann Garner is the youthful daughter of a neighbor, Irving Bacon, who shines up to McCallister. Forrest Tucker is McCallister's uncle, wants him to come and live with his family.

There is much turmoil at length broadening into a fair brawl between Foster and Tucker. Foster is later killed by the cat when he goes after it with only a .22. His 30-30 was forgotten by McCallister. It is McCallister who does the beast in, however, in a wild sequence that takes place in a cave. A certain amount of understanding by all concerned concludes the piece.

Story has coherent development and handling.

CAST: Lon McCallister, Peggy Ann Garner, Preston Foster, Forrest Tucker, Skip Homeier, Sara Haden, Irving Bacon, Gene Raynolds.

CREDITS: Producer, William Moss; Director, Phil Karlson; Screenplay, Morton Grant, Dorothy Yost; Story, Morton Grant.

DIRECTION: Effective. PHOTOGRAPHY: Good.

Sorrowful Jones

with Bob Hope, Lucille Ball, Mary Jane Saunders.

Paramount 88 Mins.

SERVICEABLE DAMON RUNYON STORY. NEAT COMBINATION OF EMOTION PLAYED AGAINST COMEDY. HOPE DOES VERY WELL. NEW CHILD PLAYER CLICKS.

A very serviceable story by the late Damon Runyon concerning the humanities and inhumanities in and about the Times Square district and how they are practised by the habitues of the area smartly serves th talents of Bob Hope, primarily, and secondarily the capabilities of an able supporting cast. A youngster, Mary Jane Saunders, is charming and smoothly manages many poignant moments sure to bring the emotional tide of the viewer up past the high water mark. It is a good show, divertingly performed.

As a bookie inclined to be a tightwad who is frequently at the mercy of Bruce Cabot, a nasty sort of nitery operator given to applying lethal pressure, Hope becomes involved with young Miss Saunders after taking a marker bet for $20 from her father who is shortly thereafter found in the East River, afloat and punctured. Cabot and his henchmen did it, Thomas Gomez, bright lights cop, is after them.

Meanwhile Hope prodded by Miss Ball takes proper care of the child and by agreeing to a fix with Cabot the babe becomes owner of a horse known as "Dreamy Joe." Cabot's dishonesty bars him from the turf. The child is hurt when Tom Pedi, Cabot's strong arm, comes to take her. She is in a coma in a hospital, frequently calling for "Joe." Hope, spurred by the vitriolic comment of Miss Ball, snatches the horse at the track, rides him into town and brings him into the hospital for the child's ultimate recovery. Then Hope and Miss Ball marry, have a readymade family on their honeymoon which is spent visiting Times Square's honkeytonk section. It has many laughs.

CAST: Bob Hope, Lucille Ball, William Demarest, Bruce Cabot, Thomas Gomez, Tom Pedi, Paul Lees, Houseley Stevenson.

CREDITS: Producer, Robert L. Welch; Director, Sidney Lanfield; Screenplay, Melville Shavelson, Edmund Hartmann, Jack Rose; From a story by Damon Runyon, adapted by William R. Lipman, Sam Hellman, Gladys Lehman; Photography, Daniel L. Fapp.

DIRECTION: Good. PHOTOGRAPHY: Good.

Seal Short ASN Animal Epic

Nautical romance is the motif of Associated Screen Studios' latest short subject, with the doughty sea lion and his bevy of amorous wives in the starring roles.

Entitled Sea Rover's Summer, this new animal epic was shot against the bleak background of the Scott Islands. On this barren mass of rocky wasteland, north of Vancouver Island, the movie camera faithfully recorded the idyllic summer of these ungainly sea rovers.

The bulls are shown in the full glory of their bachelorhood, just returned from a tough winter's foraging in the Arctic. The camera later picks up the heads of the approaching sea lion cows in the distance. As they near the Scott Islands bluffs, they are greeted uproariously by the excited males. The Pacific waters churn furiously as the three-quarter ton bulls go through intricate aquatic maneuvers courting — not one — but from fifteen to twenty mates.

The full story of Sea Rover's Summer is rounded out with the arrival and training of the new litter of pups and with the many typical domestic squabbles.

An interesting and most unusual original musical score was written for Sea Rover's Summer by Lucio Agostini, musical director of Associated Screen Studios. This short subject is the latest in the Canadian Cameo series, directed by Gordon Sparling. It has just been released for showing in first-run theatres throughout the country and is being handled through Empire-Universal exchanges.

'Valley Of Gold' New NFB Short

Willie Czaikowski, a young Polish DP recently arrived in Canada, has discovered that the life of a movie star need not be very different from the routines of less glamorous professions. Chosen for a principal part in the National Film Board release, Valley of Gold, Willie found himself working the same hours and doing the same things he would normally do in an ordinary miner's day.

In Valley of Gold Willie plays himself, a young immigrant who has come to Canada to work in one of the gold mines of the Val d'Or region of northern Quebec. The NFB camera follows Willie in a typical miner's work day.

"Sorrowful JONES" Spreads

Damon Runyon's
Greatest Story

starring
BOB
HOPE
LUCILLE
BALL

with WILLIAM DEMAREST
BRUCE CABOT · THOMAS GOMEZ
and Introducing
MARY JANE SAUNDERS

Foreword narrated by WALTER WINCHELL

Produced by
ROBERT L. WELCH · SIDNEY LANFIELD
Directed by

Screenplay by Melville Shavelson, Edmund Hartmann and Jack Rose • Adapted from a Story by Damon Runyon and a Screenplay by William R. Lipman, Sam Hellman and Gladys Lehman

Songs by Jay Livingston and Ray Evans

Critics all say it's wonderful!

"Picture of the Month."
—*Louella Parsons, Cosmopolitan*

"Picture of the Week." —*Life*

"New Yorkers are talking about Bob Hope's latest movie!"—*Walter Winchell*

"Gives Bob the best role of his career."
—*Jimmie Fidler, Mutual Broadcasting Co.*

"Oil up the cash register, men. It will be working overtime." —*Boxoffice*

"Any exhibitor who doesn't clean up with this is in the wrong business."
—*M. P. Herald*

"Hope is wonderful and so is the movie."
—*Rose Pelswick, N. Y. Journal-Amer.*

"Hope at his clowning best."
—*Howard Barnes, N. Y. Herald-Tribune*

"Sparkling with 1949's brightest lines."
—*Archer Winsten, N. Y. Post*

"For mirth, this is way, way out front."
—*McCall's*

"Best of the Runyon stories."
—*Good Housekeeping*

Y

across the face of the industry...

BECAUSE IT'S FUNNIER THAN "THE PALEFACE" AND TWICE AS BIG AT THE BOXOFFICE!

Day-and-date World Premieres in New York City and Manhattan, Kansas, both tremendous! N. Y. Paramount's opening nearly *doubles* "The Paleface" and tops the top Paramount hits of the last 5 years, including "Road to Rio," "Blue Skies" and "Going My Way"!

Plan All-Industry Public Relations

Officials of two important USA exhibitor organizations met recently with the Exhibitor-Community Relations Committee of the Motion Picture Association of America in another of a series of exploratory conferences with prominent industry groups. Ned E. Depinet, president of RKO and chairman of the MPAA committee, presided at the luncheon held at the Astor Hotel.

Harry Brandt, president of the Independent Theatre Owners of America, pledged the complete co-operation of his organization. He said: "This public relations program is too big for anyone in the industry to stay out of."

Max A. Cohen, chairman of the ITOA committee, said: "Good public relations can only come about as the result of good industry relations. We are wholeheartedly in accord with the plan to sit down collectively and develop good industry relations."

Leo Brecher, president of the Metropolitan Motion Picture Theatres Association, declared that his group had not met since the invitation from MPAA was extended and he and his associates were at a meeting as individual exhibitors. He said: "Nevertheless, we are concerned regarding this public relations activity. If a proper program can be developed, I am sure the good sense of our members will lead us to participate."

Depinet reported that exploratory talks with various segments of the industry are in progress to seek ways and means of combatting enemies of the industry both inside and out. He continued:

"When a war starts, we all get together. We creep before we walk, and walk before we run."

He said this was another in a series of meetings to see if all groups could arrange to sit down together soon and plan a program. He asked each organization to appoint a small committee to represent it at future general industry discussions.

Others attending were Norman Elson, of ITOA; D. John Phillips and Oscar Doob of MMPTA; William F. Rogers, Austin Keough and Maurice Bergman of the MPAA Committee; and Francis S. Harmon, vice-president of MPAA.

Actor Signs Pact

Robert Douglas has been signed to a multiple-picture deal by Universal-International. The actor's first assignment will be the role of wealthy ship owner in the Technicolor picture Buccaneer's Girl.

WB 'Gilt-Edge' List

(Continued from Page 1)

odd years of Warner Bros. that has been so equipped—so geared to go — so fully prepared for the future, as this one. What has been happening in this company in the past few months that you have been hearing about took much courage. Adding new stars — buying new properties — at such a time was electrifying and the trade hasn't stopped talking since."

He then offered the list for the balance of this year and for next year, which he described as "not history in the making but history already made."

The Canadian delegates were enormously impressed by varied aspects of the company's product and policy as discussed by the department heads and other executives. They learned that Warners has a whopping shorts program of 82 items, outside the regular issues of its Canadian news. They were informed by Ben Kalmenson that another innovation was a 52-week sales drive split into three individual drives.

In the course of their stay in New York the Canadians held their own sales meeting in another part of the Waldorf-Astoria, over which Haskell Masters, Dominion general manager presided. Opinions were exchanged as to the best way to get the maximum results out of what they were convinced is the best aid to sales they have been offered in years.

The branch managers who participated in the New York convention were Earl Dalgleish, Vancouver; M. Safer, Calgary; Frank Davis, Winnipeg; Mickey Komar, Saint John; Grattan Kiely, Montreal, and Irvin Coval, Toronto.

The following are the productions which Warner outlined to the convention delegates:

Colorado Territory, starring Joel McCrea, Virginia Mayo and Henry Hull.

The Fountainhead, starring Gary Cooper, Patricia Neal, Raymond Massey and Robert Douglas.

The Girl from Jones Beach, starring Ronald Reagan, Virginia Mayo and Eddie Bracken.

Look for the Silver Lining, Technicolor, starring June Haver, Ray Bolger and Gordon MacRae.

The Lady Takes a Sailor, starring Jane Wyman, Dennis Morga and Eve Arden.

Montana, Technicolor, starring Errol Flynn, Alexis Smith, Cuddles Sakall and Douglas Kennedy.

Under Capricorn, Technicolor, starring Ingrid Bergman, Joseph Cotten and Michael Wilding.

Task Force, starring Garry Cooper, Jane Wyatt, Walter Brennan, Wayne Morris, Jack Holt, Stanley Ridges and Bruce Bennett.

White Heat, starring James Cagney, Virginia Mayo and Edmond O'Brien.

It's a Great Feeling, Technicolor, starring Dennis Morgan, Doris Day and Jack Carson, and guest stars Gary Cooper, Joan Crawford, Errol Flynn, Sidney Greenstreet, Patricia Neal, Eleanor Parker, Ronald Reagan, Edward G. Robinson and Jane Wyman.

The Story of Seabiscuit, Technicolor, starring Shirley Temple, Barry Fitzgerald and Lon McCallister.

The Return of the Frontiersman, Technicolor, starring Gordon McRae, Rory Calhoun, Julie London and Jack Holt.

Happy Times, Technicolor, starring Danny Kaye, Walter Slezak, Barbara Bates, Elsa Lanchester, Gene Lockhart and Walter Catlett.

The Hasty Heart, starring Ronald Reagan, Patricia Neal and Richard Todd.

Beyond the Forest, starring Bette Davis, Joseph Cotten and David Brian.

Backfire, starring Gordon MacRae, Virginia Mayo, Dane Clark, Viveca Lindfors and Edmond O'Brien.

The Glass Menagerie, starring Jane Wyman and Kirk Douglas.

Chain Lightning, starring Humphrey Bogart, Eleanor Parker and Raymond Massey.

Barricade, Technicolor, starring Dane Clark, Raymond Massey, Ruth Roman and Robert Douglas.

Young Man With a Horn, starring Kirk Douglas, Lauren Bacall and Doris Day.

Perfect Strangers, starring Dennis Morgan and Ginger Rogers.

The Victim, starring Joan Crawford and David Brian.

Stage Fright, starring Jane Wyman, Marlene Dietrich and Michael Wilding.

Colt .45, Technicolor, starring Randolph Scott.

The West Point Story, Technicolor, starring James Cagney, June Haver and Gordon MacRae.

Hollywood Raffles, a Bryan Foy special.

Bright Leaf, starring Gary Cooper and Lauren Bacall.

Dallas, Technicolor, starring Errol Flynn.

Smuggled Gold, a Bryan Foy special.

Only the Valiant, starring Gregory Peck.

A Lion Is in the Streets, starring James Cagney.

The Hawk and the Arrow, Technicolor, starring Burt Lancaster.

Always Leave Them Laughing, starring Milton Berle.

The Daughter of Rosie O'Grady, Technicolor, starring June Haver, Ray Bolger and Gordon MacRae.

The Breaking Point, starring John Garfield.

The Candy Kid Levels, Technicolor, starring John Wayne and Ruth Roman.

Stop, You're Killing Me, Technicolor, starring Danny Kaye.

Victoria Grandolet, starring Jennifer Jones and Louis Jourdan.

SHORT THROWS

A VISA has been granted to a representative of the Motion Picture Export Association to bring to Russia the 24 out of a list of 100 USA films chosen by the Soviet Ministry of Cinematography for screening.

THEATRES in New Delhi closed down for one day in protest against special taxes on film showings.

MGM has compiled memorable scenes from its movies and made a 40-minute feature of them called Some of the Best. To celebrate its 25th anniversary, the company may distribute it free to exhibitors, some of whom are expected to use it for a second feature.

RKO is making a short called The New Canada for its Today and Tomorrow series. It's being shot in Ottawa.

TWO NFB films, Ski Skill and Hot Ice, won awards in a competition for sports films held in Italy.

AN USHER, Ronald Leigh of the Cartier, Timmins, plunged to his death from the theatre roof, where he had been sent to do some tidying-up.

NORTH Central Allied, exhibs' association, is experimenting with sponsored shorts and Minneapolis Allied told its members in a bulletin that "it offers a chance for you to get a good short subject free and give your organization some badly-needed revenue without any cost to you . . . It is a painless way of helping you pay for the legislative and other work of the organization."

Roy Del Ruth Signs

Roy Del Ruth has signed to direct Warners' Always Leave Them Laughing.

JOE PLOTTEL

(Continued from Page 1)

made it necessary to settle in a milder climate and to occupy himself in less strenuous ways. He joined his brothers on the West Coast, where they were engaged in the clothing retail trade as Tracy's Ltd. At one time Ben, Leslie, Mark and Joe Plottel were in the Canadian film distribution field at once. Mark, a top Empire-Universal executive, remains in it.

Most of Joe Plottel's time in the industry was spent with Warner Brothers, he having been with that company for 22 years when he resigned as Toronto branch manager in July, 1945. After a rest he became general sales manager for Foto-Nite, an O. R. Hanson interest, and in March, 1946, returned to the distribution field for Monogram. He subsequently became assistant general sales manager for Canada but after a year left the company. After a short association with Alliance Films he transferred his activities to Vancouver.

The late Mr. Plottel entered the industry in 1916 as a cashier's clerk for Universal in Chicago. Six months later, saying he was 18 instead of 17, he joined the 39th Royal Fusiliers through the British Recruiting Mission in Chicago and saw service in Egypt and Palestine. As a result, he was one of that limited number of Canadians who were entitled to wear both the Canadian and Imperial service buttons.

On his return in 1919 he joined Select Pictures in Winnipeg, then in 1921 switched to W. W. Hodkinson as Western Division manager. In 1923 he handled the territory between Winnipeg and Vancouver for First National. He came to Warner's in 1926, in 1927 became Vancouver branch manager and later was placed in charge of the Toronto territory.

Surviving are his wife, two daughters, Mrs. Monty Hall, Toronto, and Peggy, Vancouver; his father, Jamiel, Vancouver; three sisters, Mrs. Adler, Toronto, Mrs. Krass and Belva Plottel, both of Vancouver; and five brothers, Mark, Ernie, Leslie, Ben and Lennie.

Cameraman Named

Ted McCord, ASC, has been named as cameraman for Warners' The Young Man With a Horn, which Michael Curtiz is directing.

Cast In 'Molly X'

Dorothy Hart has been assigned the second feminine lead in Universal-International's The Story of Molly X, the woman's prison film which stars June Havoc and Scott Brady.

— EDITORIAL OPINION —

Now Is No Time For Knocking

The Financial Times of Montreal recently ran a story headed "Maritimes Turn From Films to Vaudeville Acts" and it is an example of the irresponsibility of some writers. It would be interesting to know how that story came to be written. Did Financial Times writers prepare it—or was it free-lanced by a trade paper correspondent who didn't care what harm he does the movie industry as long as he makes a few dollars out of it?

The story, by placing the emphasis on what is least important in it, becomes one of the type which undermines public belief in the quality of motion pictures. It is the sort of thing which helps spread the imaginary depression until it becomes very real to some business people.

The subhead states that the "Poor Quality of Movie Presentations Blamed for Decline in Patronage—Vaudeville Acts in Conjunction with Feature Film are Catching on in Halifax." After a hodge-podge story which also discusses the non-smoking rule, this paragraph concludes it:

"One of the vital factors in boxoffice weakening is the scarcity of satisfactory productions from Hollywood and England. The quality has been very much sub-par for some years. Another factor is lessened volume of money in circulation, and the severe dent in the pay envelope inflicted by the high cost of living. The war honeymoon is over, and decidedly, and people are shopping for their entertainment. But with the world willing to pay more for flesh and films until inferior productions are sent to the devil."

One would think that the decline in business was confined to the theatres. The dipsydoodling of the last year has taken place in many businesses and has been reflected in the stock market. The factors which caused it for the others are those which brought it to theatres, not the poor quality of motion pictures.

"People," Darryl Zanuck told an interviewer, "are not staying away from movies as much as they are staying away from books."

The writer of the article calls poor pictures "one of the vital factors" and "lessened volume of money in circulation, and the severe dent in the pay envelope inflicted by the high cost of living" merely "another factor." He has his major and minor factors transposed.

Either the Financial Times or its Maritime feeder has palmed off a misleading and harmful article on its readers. Various conditions, not the quality of movies, are the reason for boxoffice ups-and-downs.

Let not the showman be carried away by the vaudeville "boom," for it is more sentimental than real right now. In New York the Palace restored flesh but the Strand dropped it. It has expanded but whether it can continue to grow or even last in public favor is still to be determined.

Even in the Maritimes vaudeville, according to the Financial Times article, has come to only four of its 140-or-so theatres. Two small Halifax houses play it six days weekly, one Saint John house has it and a Sydney theatre offers it on one night each week.

The showman better not think of vaudeville as a substitute for showmanship and exploitation in helping to maintain the old patronage level of movies. He's better off pitching in and telling the public how much it will enjoy his pictures, instead of letting the paid sneerers and those they misguide get away with their knocking.

Opportunity knocks but once. We wish some people would limit their knocking to that rate.

Honor Atkinson On 30th Biz Anni

It is 30 years since S. C. Atkinson, president of General Films, entered the photographic business and this fact inspired some informal celebrating in Regina, where the company has its headquarters. Today Stan Atkinson, a barker of the Variety Club and one of its most popular figures in both the theatrical and non-theatrical sections of the industry, runs a large national organization.

General Films, from a theatrical standpoint, is one of the largest 16 mm. distributors in the Dominion. Paramount, Fox, RKO and Independent product reach the small gauge distributor through it, although RKO product will be switched to Sovereign at the end of the year. One of Atkinson's top men is Bill Redpath, head of the Ontario branch, a Variety barker, Picture Pioneer and Kiwanian, and a leading industry personality in his own right.

Atkinson's lively organization issues a bright monthly Newsletter edited by P. C. Jardine and this recently reported that at about 2.30 p.m. he was summoned to the basement to inspect some "faulty wiring." There he found the entire staff assembled and the various departments made presentations to the surprised chief. This was topped with the arrival of Norm Browne, head of Weston's in Regina, who unveiled a huge cake made by his plant in honor of the occasion. After recovering himself, Stan replied suitably and cut the cake.

The story contains this biographical note:

"In the spring of 1919, Stan Atkinson, on receiving his discharge from the American Army, joined his family in Regina, and with some financial help from his father started a photo finishing business which has developed to the point where today General Films can boast of being Canada's leading distributor of 16 mm. sound entertainment, educational and religious films, as well as being the country's top supply house for photographic products, with branches from St. John's, Nfld., to Vancouver, BC."

Boetticher To Direct

Oscar Boetticher, Jr., will direct Lindsley Parson's production for Monogram release, Black Midnight.

Jeff Donnell Signed

Jeff Donnell has been signed by Columbia for the feminine lead opposite Eddy Arnold in the action musical, Hoedown.

Hollywood Stars and Scandalmongering

Gerald Pratley, writer of CJBC's "This Week at the Movies," recently publicized The Movies and You public relations series, which all exhibitors are being asked to play. In the course of the broadcast some honest and interesting things were said about the scandalmongering to which Hollywood stars are subjected. The script, voiced by Del Mott on a recent Sunday, is reprinted with the permission of the CBC.

MOVIEGOERS who attended any of the downtown theatres last week, doubtless saw a short feature entitled "Let's Go to the Movies." This film serves as an introduction to a series of twelve called "The Movies and You," sponsored by the Motion Picture Association of America with the co-operation of exhibitors and the Academy of Motion Picture Arts and Sciences. The purpose of this series is to improve Hollywood's relations with the vast moviegoing public.

The average man-in-the-street is under the impression that Hollywood is about the most immoral place on the face of the earth. Over a period of many years the gossip columnists, idle chatterers, and malicious rumour mongers, have flocked to Hollywood and earned a fat livelihood by retailing scandal and what they term "intimate information" about all who have gained any prominence in this motion picture Mecca.

These scandal mongers, who make it their business to spy into the private lives of movie stars, and report every movement they make especially if they can concoct some nasty insinuations about sex, have done more to wreck the homes of many happily married actors, bring misery into their lives, and emotional torment to their temperamental dispositions, than any other handicap they have to contend with. The many sad and unfortunate incidents happening in Hollywood also happen in small towns and cities throughout the world, but they are rarely heard of because they happen to people who are not public figures. Movie stars are constantly bathed in the light of high pressure publicity, and their names become household words. Such being the case the highest standards of excellence are expected from them at all times. Let them make one false step which leads to gossip and scandal, and their lapse is blazoned before the whole world which is more prone to condemn than sympathize.

FEW people ever stop to think that the so-called "immoral behaviour" of the artists in Hollywood is often brought about by the atmosphere and demands made upon them by their profession. Their career, as long as they remain in motion pictures, is one of impersonating characters, either good or bad. The actors are constantly brought together in situations in which the conventions which mark the behaviour of ordinary men and women are constantly violated and unseemly moral behaviour is displayed. As the very nature of acting demands that these people, whose emotional makeup is far more sensitive than that of most people who are never called upon to be other than themselves, it is not surprising that these influences lead them astray. When so many artists of a temperamental nature work together in such conditions, and in such an atmosphere as that of Hollywood, it is little wonder that their lives are influenced and often end in tragedy.

During the past few months several prominent Hollywood personalities have become involved in affairs about which the less said the better. The daily press, however, lost no opportunity in making these incidents front page news and exaggerating the facts beyond all bounds. The fact that Hollywood personalities were involved constituted the type of scandal upon which the press delights to feed its readers. Had the events happened to ordinary people living in ordinary towns the world would have known nothing of their failings.

THE unfavourable publicity these incidents brought was a matter of grave concern to responsible Hollywood producers, writers and actors, so they decided to show the public the many complex and wonderful skills employed in the making of motion pictures. The series "The Movies and You" is the result, and for the first time the motion picture industry is using the world's greatest medium of information, the film, to spread information about their work and their business. The introductory film, "Let's Go to the Movies," which is still playing at several theatres, gives an epitome of the history of the film, and shows glimpses of Edison's early Kinetoscope, the first motion pictures, and the first talkies, right up to the astonishing scientific methods used in present day production. Beside showing John Barrymore as Richard III, there is also a short description of how raw film is made from celluloid and coated with silver bromide. "The Movies and You" will be divided into two series. The first series of six are completed, and include "Let's Go to the Movies" made by RKO and already shown, "This Theatre and You" (Warner Brothers), "Movies Are Adventure" (Universal-International), "The Art Director" (Twentieth Century-Fox), "The Screen Actor" (Metro-Goldwyn-Mayer), and "A Film Goes to Market" (Paramount). The second series of six will include: "History Brought to Life" (Paramount), "Moments in Music" (Metro-Goldwyn-Mayer), "The Costume Designer" (RKO), "The Screen Director" (Warner Brothers), "The Screen Writer" (Twentieth Century-Fox), and "The Sound Man" (Columbia)

The shorts are produced by the different companies mentioned and distributed by them, one every other month. The service is non-profit making. A small rental is charged to exhibitors and any income over the cost of production will be used for the making of additional short subjects under the same plan.

The production and distribution of these films is a welcome event in the everchanging technique of motion pictures, and will be found informative, revealing and often exciting. It is to be hoped they will prove an antidote to the scandalous gossip of columnists and publicity agents, who have taken the perverted view that the only thing of importance in the art of the motion picture is the private lives of the stars and the amount of dirt they can cast at these people who provide us with such excellent entertainment.

The Buildup

The bright boys of this business are the ones who help persons direct their thinking toward the theatres. Sometimes this is done to boost the boxoffice of a particular picture, at other times it is the theatre's position in the community which occupies their efforts. The manager ought to shape his exploitation to embrace both those types of benefits.

An example of the institutional type of boosting was the Father's Day idea worked by Al Perkins of the Roxy, Burlington, Ont., Hamilton suburb. Al found the oldest father in the district, Henry Vickers, 91, and interested the folks in him. A dinner party was held for him, taxis were provided to transport his family and the mayor presented the guest of honor with gifts from local merchants. The press went for the idea and the Hamilton Spectator gave three long stories to it, along with a double-column photo of the presentation. It even got the attention of Hamilton radio.

J. P. Schmitz, who recently assumed management of the Strand, Kapuskasing, Ontario, a community 85 miles from James Bay, likes that "faraway but friendly town."

During the run of Take Me Out to the Ball Game he dressed his ushers in baseball uniforms and during a ten-minute intermission before each playing of the picture they moved up and down the aisles with baskets of confections. Their yelling and selling of "peanuts, popcorn," etc. created the right atmosphere and had the folks talking.

Resigns From UN To Return To Directing

Jean Benoit-Levy, director of the Films and Visual Information Division of the United Nations department of Public Information since its organization over two years ago, has resigned to return to directing feature films. Jan Gunnar Lindstrom has been named acting director.

In recognition of his work Benoit-Levy has been named adviser to the UN Public Information department and appointed honorary director of the UN Films Board.

TWO-COUNTRY CONFERENCE OF 20th CENTURY-FOX

The annual sales meeting of Canada's 20th Century-Fox organization took place recently at the Royal York Hotel, Toronto. Canadian and American delegates are shown here.

At the head table:

Charles Einfeld, vice-president in charge of public and exhibitor relations from an advertising, publicity and exploitation standpoint; Andy W. Smith, Jr., vice-president and general sales manager; Arthur W. Silverstone, chief of the Canadian division; Harry Ballance, home office, New York; Peter Levathes, New York, head of the short subjects department.

Left side of table, from top down:

Ed English, Jim Pearson and Arthur Quintel, Montreal; Joe Huber and Bob Cringan, Winnipeg; Vern Skorey and Roy O'Loghlin, Calgary; Jim Patterson, Vancouver.

Right side of table, from top down:

Emily Barrett, executive assistant to Arthur Silverstone; Peter Meyers, Vic Beatty, Arthur Hersch and Jimmy Powis, Toronto branch; Reg March, Saint John; Bill Reid, Toronto; Sam Glasier, head of publicity for Canada.

How Many Six-Day 16 Mm. Theatres?

Basil Pappas, who operates the Playhouse, Lucknow, Ontario, disputes this statement from the recent USA government report on 16 mm. films in Canada: "It is questionable whether there are any full-time operating 16 mm. theatres in all of Canada."

Pappas operates a year-round twice-nightly six-day policy and he is sure that there are more in Canada who do the same. He thinks the Dominion Bureau of Statistics, which has been provided with the information, could print the figure.

The Bureau, in its last report, stated that there were 163 locations in which 16 mm. equipment is used and these were classified as theatres. Locations operated by 16 mm. itinerant exhibitors were classified separately.

The 163 is an increase from 98 the year before. Intinerant 16 mm. exhibs, however, fell from 275 to 233.

EL's 'Black Shadows'

Eagle Lion (Hollywood) Films will release Andre Cauvin's Black Shadows.

Back With Columbia

Rosalind Russell will return to Columbia to star in Woman of Distinction.

New Fox Title

Dancing In The Dark is the new title for Bandwagon, Twentieth Century-Fox Technicolor musical starring William Powell, Mark Stevens and Betsy Drake, which George Jessel is producing.

Signed To Term Pact

Cy Howard has been signed to a term contract as writer and producer by Hal Wallis. His first stint will be My Friend Irma Goes West, sequel to My Friend Irma on which he served as writer and associate producer.

SMALL TO HEAD HWD. EAGLE LION?

Eagle Lion Films of Hollywood, which had management troubles in the past couple of years, may have Edward Small, veteran independent producer, as its chief figure if no hitches develop in an agreement reached last week. Production leadership of the studio has been uncertain since Bryan Foy relinquished it. Foy will join Warner Brothers when he completes two films due under his old contract.

Small, it is said, will head both production and distribution on a profit-sharing basis if he takes over and the bankers who control much of the studio's policy have agreed to suspend payment of its indebtedness long enough for it to accumulate a fund for production financing. There was no activity on the lot for eight months but two films went before the cameras recently.

All that is needed now is the approval of Robert Young, controlling owner of Pathe Industries, of which the studio is a subsidiary.

Hollywood Eagle Lion product is distributed in Canada by International Film Distributors, of which David Griesdorf is general manager.

Confections Bring Managers Moola

Theatre managers won a total of $150 in the Canada-wide contest for the sale of Mallow Whip, a candy item sold by Theatre Confections Limited, Toronto.

Jack Fitzgibbons, head of the company, announced the following awards:

First prize of $75 to Bill Heinitz, Glendale Theatre, Toronto; second prize of $50 to Lyle Evans, Century, Kitchener; and third prize of $25 to Joe Paul, Esquire, Brantford.

All are from 20th Century Theatres.

Cast In 'Trapped'

Lloyd Bridges has been signed by Bryan Foy for a lead role in his Eagle Lion (Hollywood) production, Trapped.

Fox Reissues Two

My Gal Sal, Rita Hayworth starrer, and The House on 92nd Street, are being reissued as a double bill by 20th Century-Fox.

MITCHUM FOR MONEY...NOW!

A MAN OF ICE...

A WOMAN OF FIRE...

A GUY WITH A GUN...
—and a deadly goal!

IT'S HIS NEWEST PICTURE!

Adventure with steel-grip suspense in its nerve-jolting drama of two desperate men and a woman who knows every way to a man's heart—even to pulling a trigger!

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ROBERT MITCHUM

JANE GREER

WILLIAM BENDIX

THE BIG STEAL

with PATRIC KNOWLES

RAMON NOVARRO · DON ALVARADO · JOHN QUALEN

Executive Producer SID ROGELL · Produced by JACK J. GROSS · Directed by DON SIEGEL

Screen Play by GEOFFREY HOMES and GERALD DRAYSON ADAMS

Based on the famous Saturday Evening Post Story "The Road to Carmichael's" by RICHARD WORMSER

RKO RADIO PICTURES